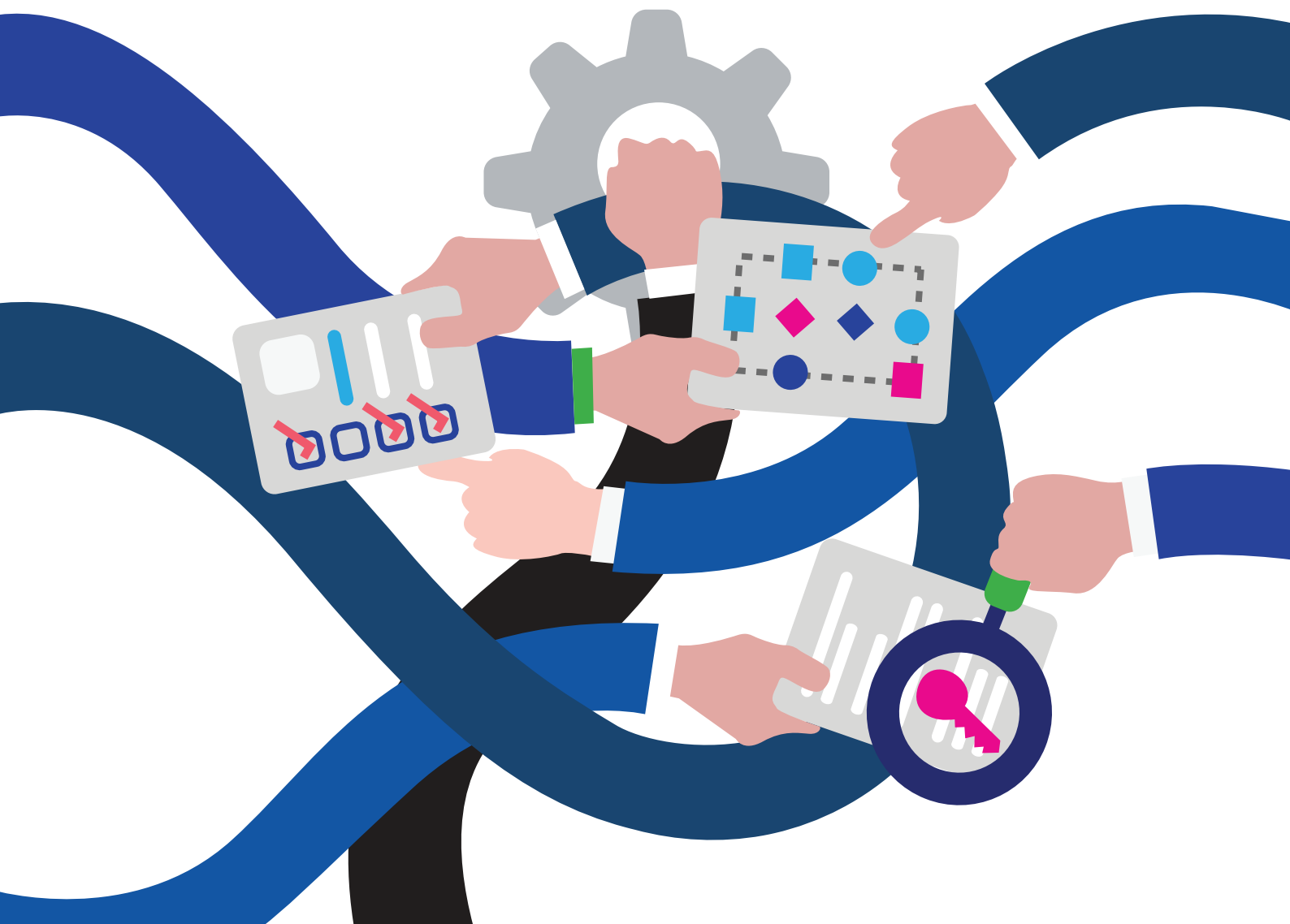


DIGITAL MARKETING AUDIT



INDEX

01 What is Digital Marketing Audit?	_____	P - 01
02 Digital Marketing Audit Checklist	_____	P - 02
03 Digital Audit Focus Area	_____	P - 05

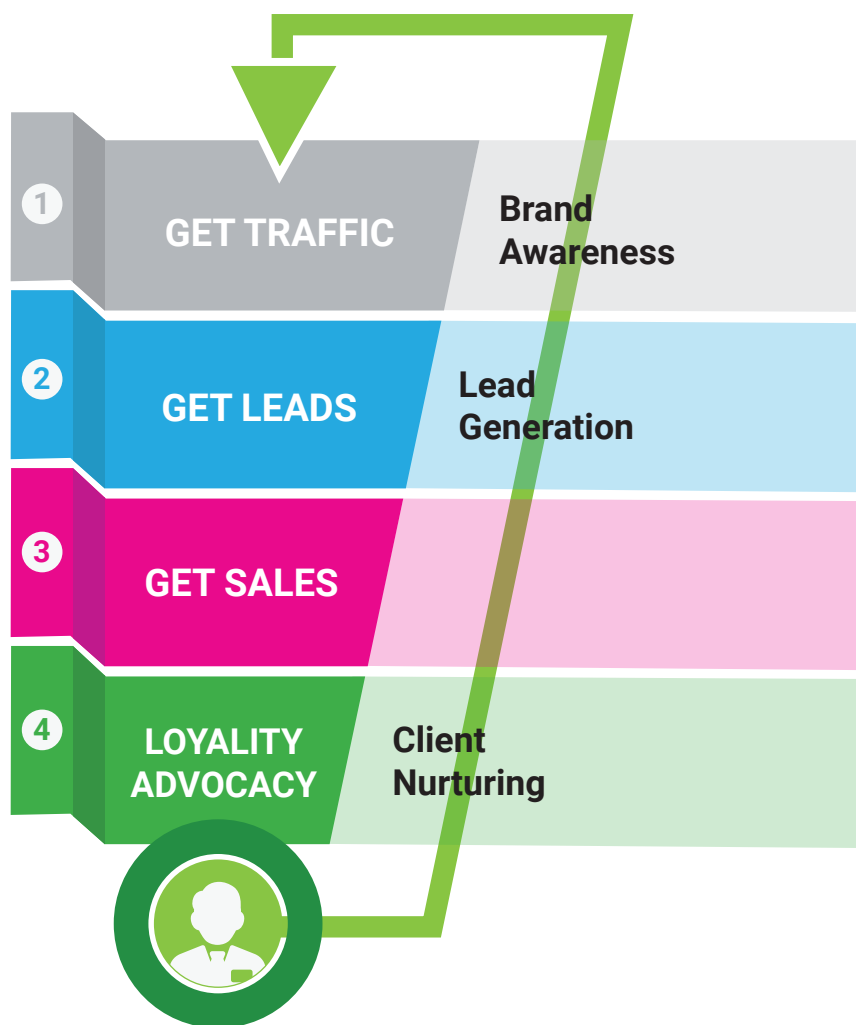
01



WHAT IS DIGITAL
MARKETING AUDIT?

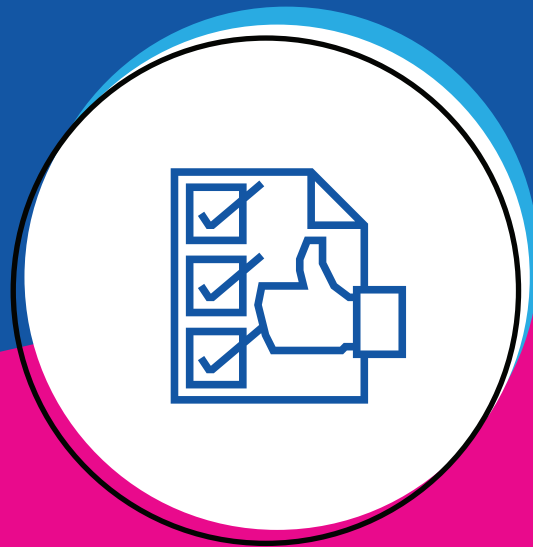
What is Digital Marketing Audit?

Digital marketing audit helps everyone to answer key questions about the organisations online marketing and sales strategies. It results in a data-driven, strategic inbound marketing and sales plan that is aligned with the organisation goals.



The digital marketing audit should be used to identify gaps and improve systems. A digital marketing audit uncovers barrier and opportunities at each stage of the buyer’s journey in sales funnel and provides the marketing manager with clarity and confidence to enhance the ROI of organisations inbound digital marketing and sales program.

02



DIGITAL MARKETING AUDIT CHECKLIST

Digital Marketing Audit Checklist

Below is the digital audit checklist to assess an organisation’s digital readiness. The companies can be any of the following stage.

- ① **Novice Company** - Digital Inactive or Dormant
- ② **Active Company** - Basic Setup of Digital Infrastructure is present
- ③ **Advance Company** - Highly active in Digital Medium

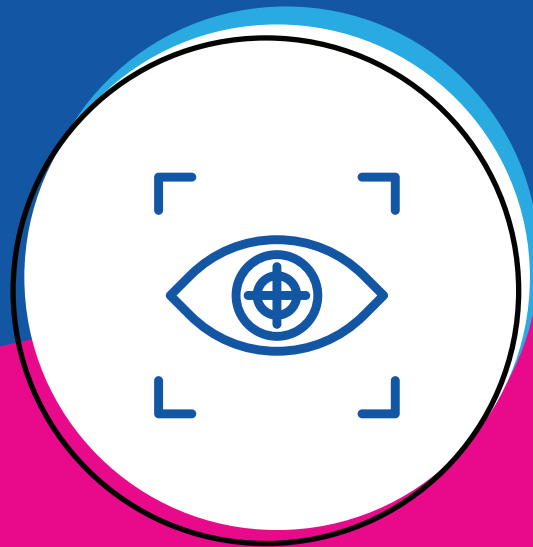
Define your stage and move from one stage to another once you have answers as positive for all the questions.

	Novice Company	Active Company	Advance Company
Novice Company	Has your organisation developed and launched a business website	<ul style="list-style-type: none"> > Can you take customer’s order online > Can you process payment online 	<ul style="list-style-type: none"> > Do you use end-to-end online ordering > Do you use end-to-end delivery/fulfilment
Your Answer			
Digital Marketing	<ul style="list-style-type: none"> > Do you use basic search engine optimisation (SEO) > Do you have some directory listings > Does Google Maps shows your business location and details 	<ul style="list-style-type: none"> > Do you use socialmedia advertising) > Do you use Google Adwords > Do you use search engine results page (SERP) > Do you use search based display advertising 	<ul style="list-style-type: none"> > Do you use content marketing > Do you have integrated online/offline marketing and promotion activities
Your Answer			
Customer interaction	<ul style="list-style-type: none"> > Do you use email > Do you social media accounts for your business 	<ul style="list-style-type: none"> > Do you have an integrated feedback management system 	<ul style="list-style-type: none"> > Have you integrated any CRM

<p>Digital Marketing</p>	<ul style="list-style-type: none"> > Do you have a frequently asked questions (FAQs) section on the website > Can you receive customer reviews online > Do you use a customer relationship management (CRM) system > Do you consider privacy issues 	<ul style="list-style-type: none"> > Do you provide web self-service and support > Do you provide real-time chat for customers > Do you use social media for interacting with customers and addressing issues with products or services 	<ul style="list-style-type: none"> > Is your decision-making is based on customer interactions > Do you use customer intelligence techniques
<p>Your Answer</p>			
<p>Supplier interaction</p>	<p>Do you find, order from and pay suppliers online</p>	<p>Does your online ordering and stock control integrated with suppliers' online systems</p>	<ul style="list-style-type: none"> > Do you share customer intelligence and interactions with key suppliers > Do you use enterprise resource planning (ERP)
<p>Your Answer</p>			
<p>Supplier interaction</p>	<p>Are your online services optimised for mobile devices, and do you provide support for mobile customers devices, and do you provide support for mobile customers</p>	<p>Do you interact with mobile customers, use mobile devices within the business, and allow telecommuting for your employees</p>	<p>Do you use location-aware and device-aware marketing, mobile apps and mobile product delivery</p>
<p>Your Answer</p>			

Online security	Do you change your online accounts passwords every month?	Do you have business-wide policies and security processes, including for disaster recovery	Do you have multiple backup systems, security certificates and digital signatures
Your Answer			
Technology and efficiency	<ul style="list-style-type: none"> > Do you track online interactions tracked and managed it > Do you use basic web analytics 	<p>Do you use cloud computing, and have a software-as-a-service (SaaS) subscription</p> <p>Do you track key performance indicators (KPIs)</p>	Do you have scalable online business models, integrated systems and customer intelligence
Your Answer			
Business strategy	Are you are aware of the need for a digital strategy and its likely impacts	Does your business plan and marketing plan built keeping in mind the critical digital capabilities	Are your business plan and marketing plan are primarily focused on digital business
Your Answer			

03



DIGITAL AUDIT
FOCUS AREA

Digital Audit Focus Area

We have created a checklist on a generic note so in case you have a customized requirement, we have created some check points which you can use as per the objective you define.

Create one for you now or your client now!

CATEGORY	FOCUS AREA
Strategy	Alignment with Corporate Sales, Marketing & Operational Objectives
Strategy	Competitive Benchmarking: Digital Footprint & Reach
Strategy	Competitive Benchmarking: Competitor Advertising Spending & Budgets
Infrastructure	Hosting: Setup & Configuration
Infrastructure	Hosting: Performance &Scability
Applications	Content Management System (CMS)
Applications	Baseline Functionality (Forms, Personalization)
Applications	Database / Data Warehouse
Applications	Ecommerce
Applications	CRM / Marketing Technology & Automation
Applications	Custom Applications / Intranet / Extranet
Applications	Community
Applications	Mobile Apps / Mobility
Creative/Design	User Experience
Creative/Design	Branding / Identity
Creative/Design	Website Assets (Imagery, Content, Widgets)
Creative/Design	Rich Media / Video
Promotion	Social Media
Promotion	Search Engine Optimization / Organic Search
Promotion	Pay-Per-Click (PPC) Search Marketing / Paid Search
Promotion	Email Marketing
Promotion	Content Marketing
Promotion	Mobile Marketing
Promotion	Display Advertising
Promotion	Online PR
Analytics	Tool(s) Setup & Configuration
Analytics	Conversion / Goal Tracking
Analytics	Reporting: Business Process
Talent / Skills	Staff Capability Assessment
Vendors	Vendor Mix, Contracts & Performance Assessment

Connect With Us



<https://www.facebook.com/IndusNetTechnologies>



<https://twitter.com/indusnettech>



<http://in.linkedin.com/company/indus-net-technologies>



<https://www.indusnet.co.in/buzz/>

Our Global Presence

Kolkata

(Head Quarter)

4th Floor, SDF Building,
Saltlake Electronic Complex,
Kolkata- 700091,
West Bengal, India

Chennai

1st Floor, Sahaas Embassy,
145, Nelson
Manikam Road, Chennai 600 029,
Tamil Nadu, India

New Delhi

109, 1st floor, Somdutt
Chamber - II,
Bikaji Cama place,
New Delhi - 110066, India

Mumbai

Suite #8, Work Square,
3rd Floor, Orbit Terraces,
Senapathi Bapat Rd, Lower
Parel (W), Mumbai 400 013

London(UK)

Indus Net Technologies Pvt. Ltd.,
6 Hays Lane,
London, SE1 2QG
United Kingdom

Boise (USA)

Indus Net Technologies Inc.,
1310 S Vista Ave Ste 27
Boise Idaho 83705

Singapore

Indus Net Technologies Pte. Ltd.,
1 North Bridge Road,
#19-04/05, High Street Centre,
Singapore(179094)



www.indusnet.co.in

INDIA | UK | USA | SINGAPORE

—